

***Did It Make A Difference?  
Ripple Effect Mapping &  
Marketing Hometown America***



*Peggy Schlechter, SDSU Extension  
Cheryl Burkhart-Kriesel, Nebraska Extension*

# Marketing Hometown America

Exploring Our Potential for Attracting New Residents

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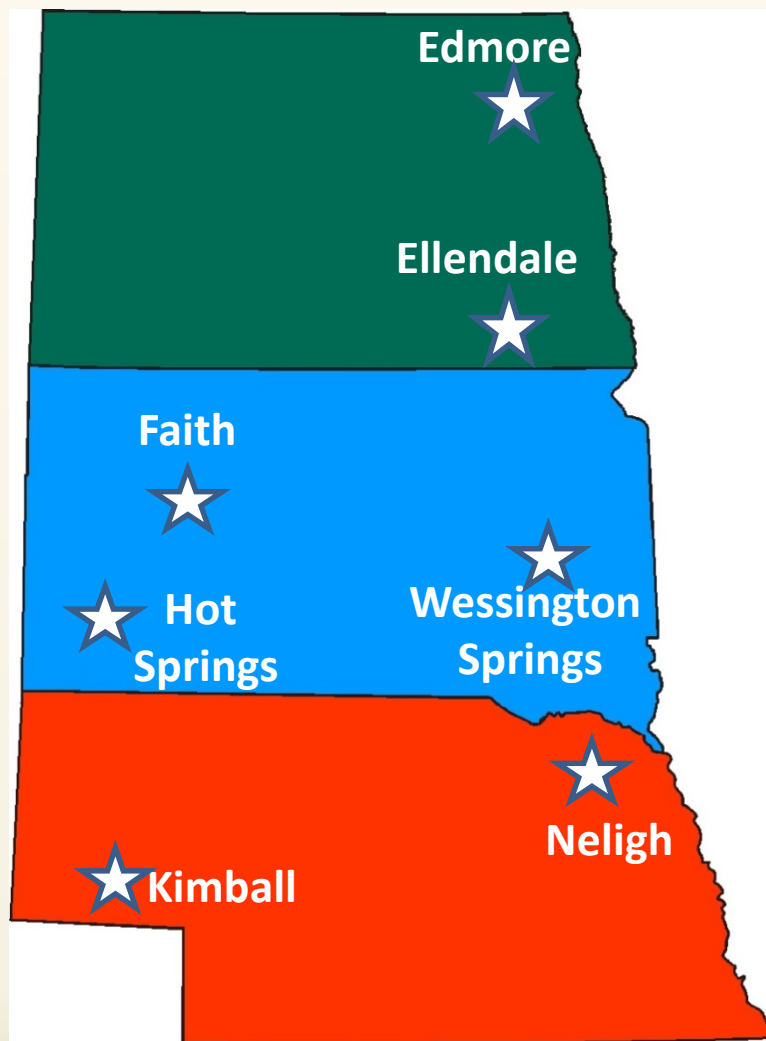
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# Pilot Communities



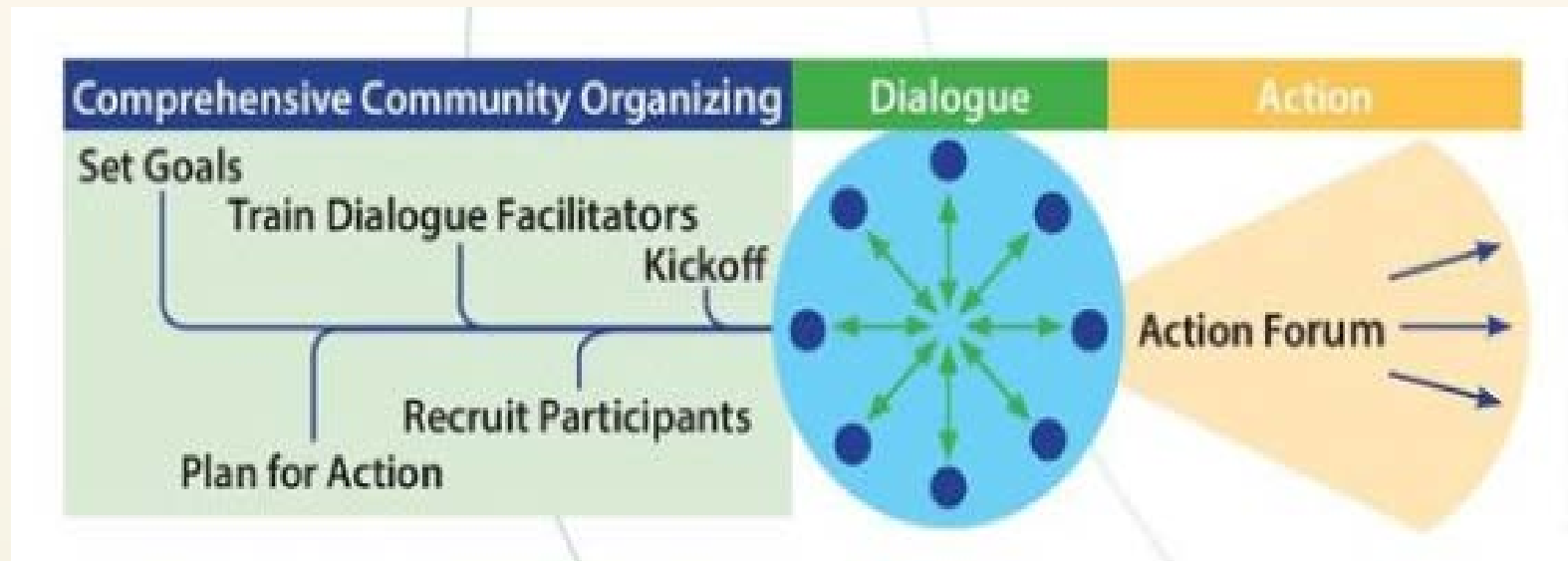
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# Program Flow



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# How do you capture what happens?



# Outcomes: Intended and Unintended



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# Ripple Effect Mapping

- ✓ Participatory process for real life situations
- ✓ Uses elements of
  - Appreciative inquiry/asset-based
  - Reflection
  - Mind mapping
  - Qualitative analysis
- ✓ Documents impacts but also re-energizes stakeholders

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# Process Highlights

- Uses open-ended group interviewing
  - Identify what to discuss
  - Invite participants and non-participants (they help validate)
  - Review program process
  - What happened in the community?
  - Ask ... “Did anything else happen?” “What else was affected?”

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# Process Highlights cont.

- One person leads the discussion another records
- Ripples form – one thing leads to others
- After session, clean up, coding and analyze

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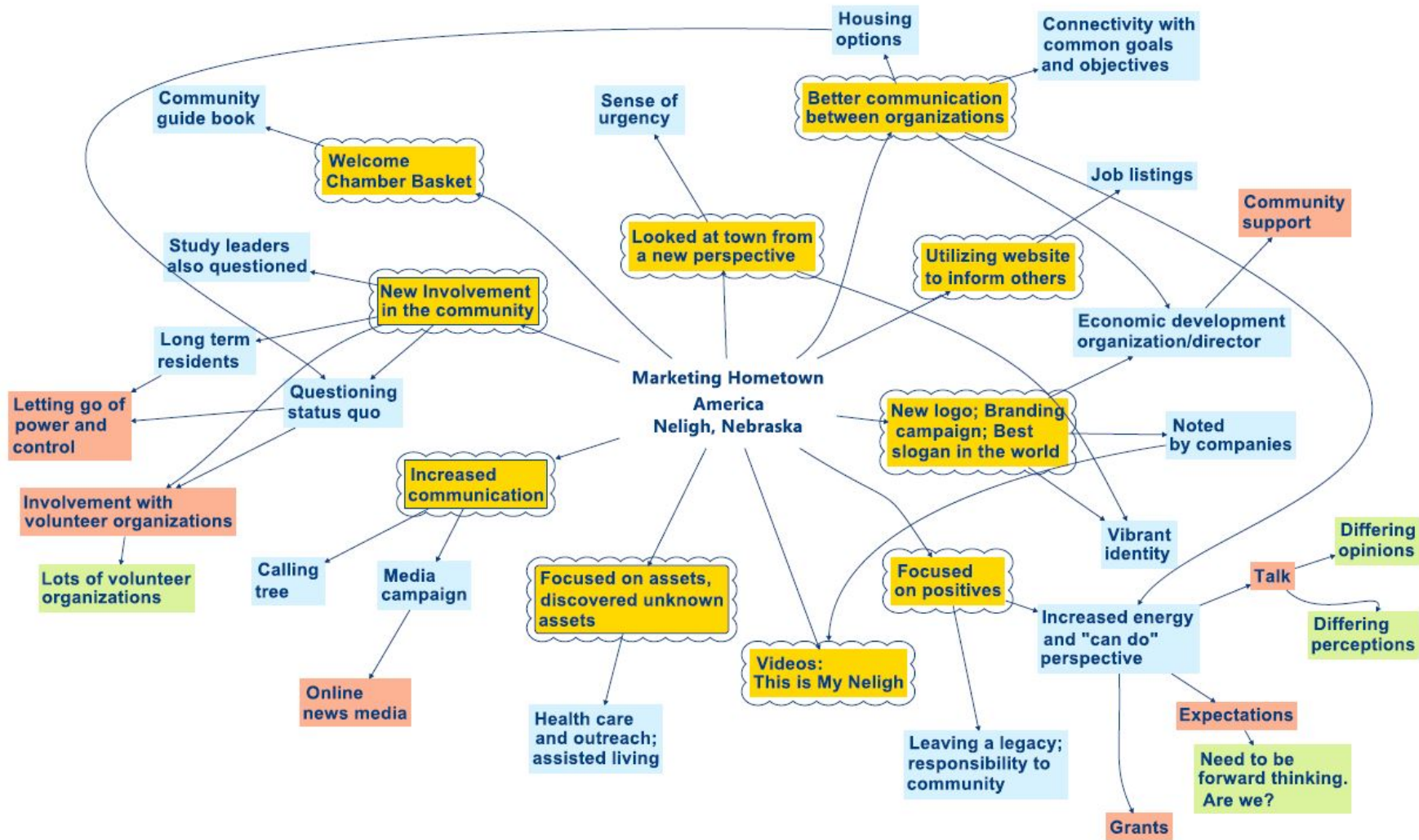
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# Protocol

- Welcome -
- Introductions – (sign in sheet – name, email, phone)
- Overview of the session
  - Why are we doing it - to improve the program to document community progress
- Share a little about the mapping process
  - What it looks like
- Discuss need for signed consent forms

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# Questions:

- ✓ What did you see immediately after the program?
- ✓ What did you expect to see but did not see?
- ✓ Were there actions or efforts in the community that were linked to the program that surprised you?
- ✓ Taking a long-range view, how did the program contribute to the community?
- ✓ How could have the program been more effective in creating or fostering community change?
- ✓ Final comments from participants.

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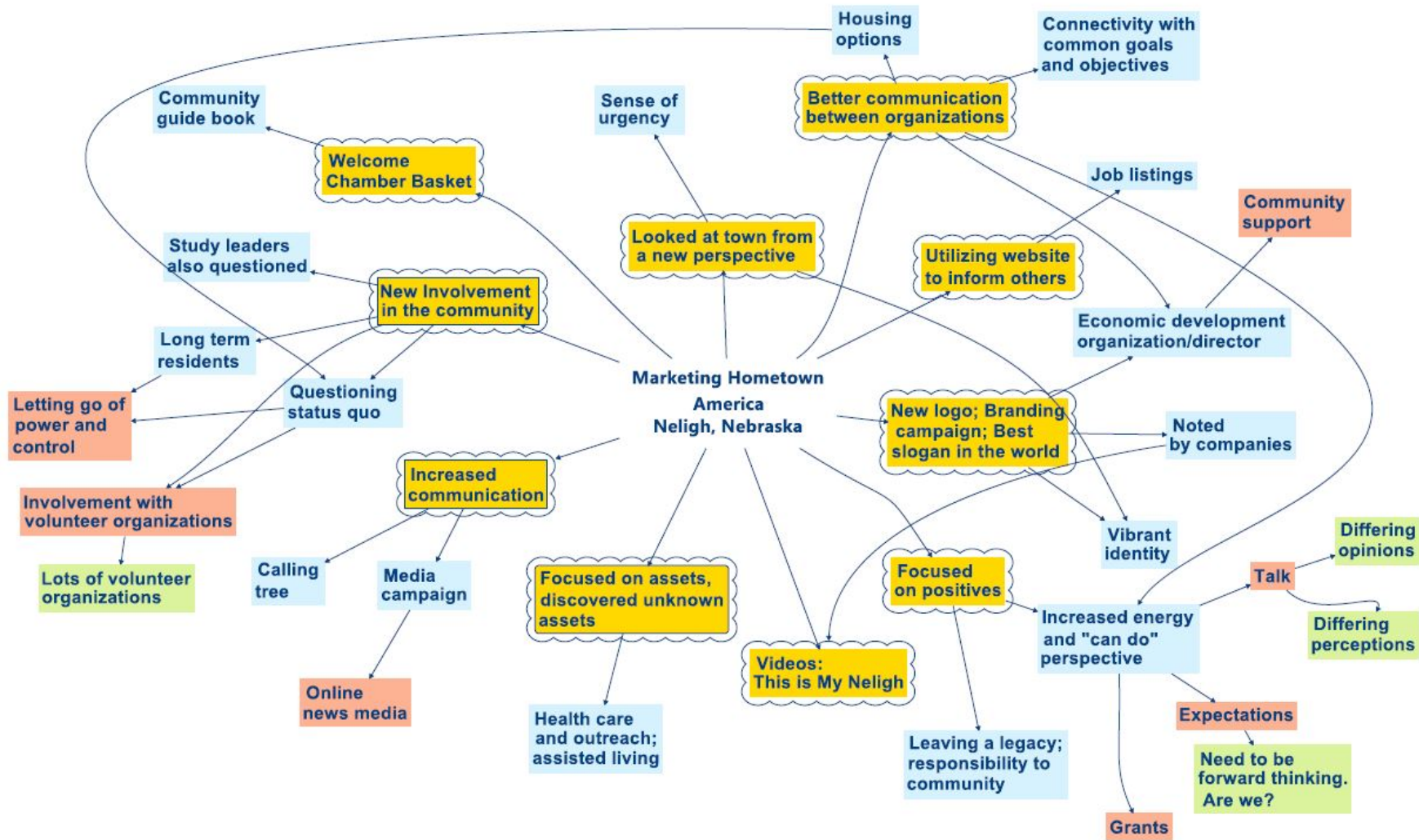
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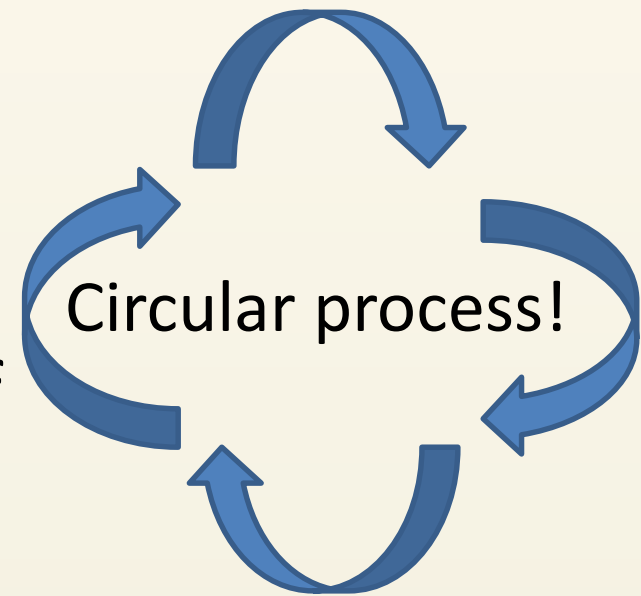
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# Pilot effort – Seven communities & maps? What did we learn?

Meta Analysis - qualitative framework

- Displayed maps/ reviewed outcomes
- Looked for codes
- Clustered codes into themes
- Reviewed each map to see if codes and themes fit



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# Developed Codes:

- Open to new ideas
- Forming of new groups
- Increasing Recreational Opportunities
- Growing Community Arts Improved
- Communications Youth Involvement
- Community visibility
- Collaboration of community organizations
- Welcoming new residents
- New/Increase community engagement

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# Themes: (Developed or enhanced...)

- ✓ Leadership
- ✓ Amenities/Community Assets
- ✓ Engagement (including Youth)
- ✓ Marketing
- ✓ Networking (communication)
- ✓ Civic Awareness (Receptivity to new ideas)/Community Spirit

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***Messy process!***



# Benefits of the Approach

- Simple and inexpensive
- Able to capture impacts of complex work
  - Intended
  - Unintended – unreported and hidden
- Effective communication tool
- Motivating
  - Creates positive energy for further collective action

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